



## GREENSBORO PARKS & RECREATION DEPARTMENT

### *A Decade of Accomplishments ~ 1994 – 2004*

For over 70 years, the Greensboro Parks & Recreation Department has been “*Reaching Out, Touching Lives*” with outstanding programs and facilities for people of all ages, all abilities, and from all walks of life. Greensboro has a rich history of recreation and natural beauty, making our 170 parks and special facilities some of the most visited attractions in the state. Spanning over 3,500 programmed acres, the department provides a vast array of leisure opportunities from sports, recreation and fitness to the cultural and historical arts.

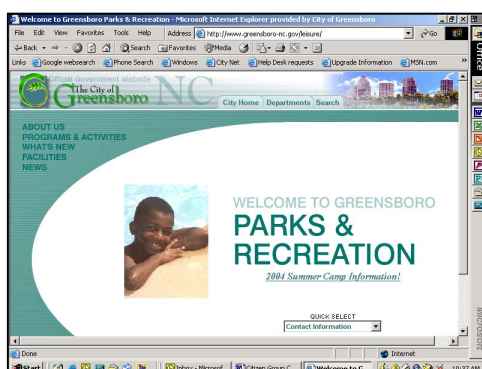
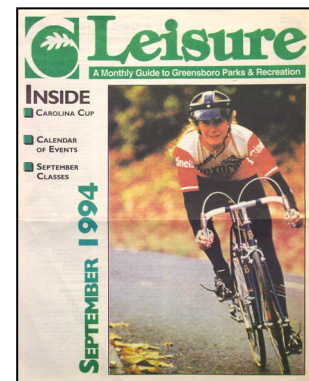
Today, the department operates 129 neighborhood parks, 7 regional parks, 3 public gardens, 7 swimming pools (3 indoor pools), 2 golf courses, 119 tennis courts, 3 City Lakes, 4 municipal cemeteries, over 80 miles of hiking and biking trails around our Watershed Parks, campgrounds at Hagan-Stone Park, 10 recreation centers, as well as City Arts and Tannenbaum Historic Park. Year-round programs are especially designed for participants, ages 15 months through senior citizens, including activities for populations with special needs.

In reviewing the last ten years, the Greensboro Parks & Recreation Department is particularly proud of the following accomplishments:

#### 1994

##### MARKETING & COMMUNICATIONS

In 1994, the Marketing Section published the first monthly *Leisure Tabloid*, highlighting events, programs, activities, and classes offered by the department. Today, in addition to community-wide distribution to over 92,000 citizens six times per year, the tabloid is also available online in the department’s website at: [www.greensboro-nc.gov/leisure](http://www.greensboro-nc.gov/leisure).



Two years earlier, the Marketing Section was established to assist staff in creating a high visibility profile for the department within the community thus ensuring extensive public awareness and citizen participation as well as support for the programs, facilities and services in the future. By centralizing marketing efforts, the department can compete more effectively given today's economy. The user-friendly website was created in 1997, so visitors can easily find information on special programs and facilities.

**1995**

### **CALDCEUGH MULTICULTURAL ARTS CENTER**

In 1995, Caldcleugh Recreation Center was converted into a multicultural arts center to bring arts from around the world to inner-city youth. Year-round cultural arts programs include African drumming, Spanish language classes, ethnic dance classes, as well as music and crafts classes. Our cultural outreach staff is often presenters and facilitators at cultural diversity workshops and conferences throughout the community and state. The Greensboro Parks & Recreation Department has also provided Spanish language classes for staff through our in-house training program. A number of departmental press releases, ads and signage have been translated into Spanish to better communicate with our Hispanic citizens. Greensboro's multicultural communities were well represented during our 20-Year Comprehensive Master Plan process, thus assuring that their leisure needs were included in our future program and facility planning.



**1996**

### **YOUTH FIRST**

In 1996, the Youth First program was created to promote recreation as a model for building positive self-esteem in teenagers in crisis. Youth First is founded on the belief that prevention is the building block for sponsoring quality youth recreation, cultural and educational services. The programs have been especially designed to meet a variety of teen interests, including chess, basketball, drama, music, multicultural fairs, computer lab sessions, SAT Preparation classes, job readiness workshops, certified baby-sitting classes, life skills training, Adopt-A-Street litter pick-up program, teen summits, support groups, and teen connection councils. One unique program called, "Let's Talk About Sex," is offered at local recreation centers as well as other city facilities to help combat teen pregnancy and transmission of sexually transmitted diseases. Youth First also offers "Pool Pals," a community-sponsored program that provides free swim days for inner-city kids during the summer months. Youth First joins with Gillespie Golf Course and the Precision Golf School to sponsor the T.Y.G.R. P.A.W.S. program (Teaching Youth Golf for Recreation, Pride, Attitude, Wisdom and Self-Esteem), providing free golf instruction for underprivileged youth. Recent grants from the Community Foundation of Greater Greensboro and the United States Golf Association have provided over \$24,500 to further the T.Y.G.R. P.A.W.S. Junior Golf Program outreach year-round.

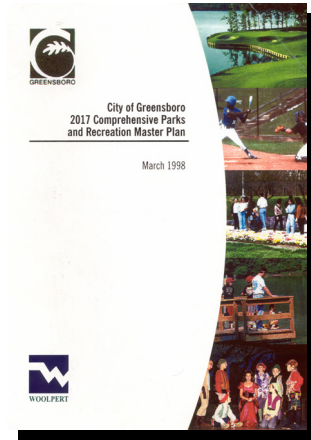


1997

## 20-YEAR COMPREHENSIVE MASTER PLAN

In April 1997, the City hired Woolpert, LLP, a professional park-planning firm, to assist in preparing a new comprehensive plan to forecast the parks and recreation needs through the year 2017. The consultant was assigned the task to evaluate the existing programs and facilities offered through the Greensboro Parks & Recreation Department and to develop new strategies in meeting future recreation needs. A key objective in preparing the plan was to extensively involve the public in helping to identify both current and future recreation needs.

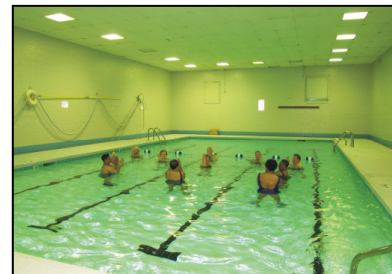
Residents of Greensboro and Guilford County actively participated in the planning effort by attending workshops at various locations throughout the City. The 20-Year Comprehensive Master Plan is based upon a review of the entire community, an analysis of the existing park system, the identification of user needs, the development of recreation standards, and an adherence to stated proposals and recommendations. Adopted in 1998, the plan is intended to be “action-oriented” and is designed to provide a framework from which the City can enhance its park and recreation system.



1998

## SMITH SENIOR CENTER

Since February 14<sup>th</sup>, 1952, the Greensboro Parks & Recreation Department has provided programming for our senior citizen population. Throughout the years, the department has continued to network with our senior community to ensure high quality programs and services. 1978, Greensboro Parks & Recreation established the Greensboro Seniors Unit to expand outreach to our senior population. Exciting programs such as the Greensboro Senior Ambassadors Choral Group emerged, offering performing and socialization opportunities. This dynamic group presents several public concerts throughout the year as well as special concerts at nursing homes, civic clubs and organizations. In 1998, Smith Recreation Center was converted into Smith Senior Center, offering senior citizens year-round leisure opportunities. The center includes an indoor swimming pool, fitness center, gymnasium, crafts area, lounge and a variety of meeting rooms for classes and special events. Future plans include the construction of a walking trail around the center as well as expanding and paving the parking lot. In the spring of the year, senior citizens from across the community participate in the Greater Greensboro Senior Games and SilverArts competition. The event involves competition in over 25 sports, including golf, tennis, cycling, swimming and track and field. In addition, SilverArts gives seniors the opportunity to compete in the literary arts, visual and performing arts.



**1999**

### **PRICE PARK DEDICATION**

On June 13, 1999, the Piedmont Land Conservancy joined with Greensboro Parks & Recreation and a host of community representatives, neighbors and friends to dedicate the Julian and Ethel Clay Price Park. Located at 1420 New Garden Road, Price Park is Greensboro's newest addition to an already impressive network of community parks. With generous donations Julian Price's granddaughter, Kay Bryan Edwards, and the Kathleen Price Bryan Family Fund, the Piedmont Land Conservancy purchased two tracks of the former Jefferson-Pilot Club property. This 92-acre park is named for Julian Price, the first president of Jefferson Standard Life Insurance Company, and his wife, Ethel Clay Price. Originally purchased in the early 1920s, the land was developed with a clubhouse for company employees. The passive park includes hiking trails, picnic areas and plantings for the leisure enjoyment of the entire community. On September 10, 2004, the Kathleen Clay Edwards Family Branch Library was officially dedicated at Price Park. Today, the library continues to partner with Greensboro Parks & Recreation to oversee the maintenance of Price Park and the grounds outside the library.



**2000**

### **RECREATION BOND ISSUE**

In 1998, Greensboro Parks & Recreation adopted a 20-year Comprehensive Master Plan for future land acquisition and facility improvements. As a result of tremendous citizen input and participation through numerous community focus groups and forums, the first of three phases of the Master Plan in the amount of \$34,200,000.00 came to the voters on November 7<sup>th</sup>, 2000. The bond issue passed with an overwhelming 69% voter approval.

The ten bond projects include:

1. One new recreation center at Barber Park - Southeast Greensboro  
(Includes heated indoor pool, exercise room, gymnasium, meeting rooms)
2. One new recreation center in Southwest Greensboro  
(Serving Council District #5, gymnasium, exercise room, meeting rooms)
3. Keeley Park Land Acquisition and Development - Northeast Greensboro  
(Athletic Complex, trails, picnic shelters, open space)
4. Replace roof system of the Simkins Indoor Sports Pavilion at Barber Park
5. Air-condition 13 Recreation Center Gymnasiums
6. Replace play equipment and bleachers at Community and Neighborhood Parks
7. Carolyn S. Allen Community Park Development - Northwest Greensboro  
(Athletic fields, trails, picnic shelters and open space)
8. Replace gymnasium floors and bleachers at 12 Recreation Centers
9. City Lakes Facility Improvements (Lake Higgins boat house expansion, additional hatchery pond, and new bulkheads at Lake Townsend)
10. Community and Neighborhood Park Restroom Renovations



2001

### LEISURE CARD ~ CITY RESIDENT DISCOUNTS

In 2001, City residents were offered the *Leisure Card*, featuring reduced rates at Parks & Recreation facilities. The card is provided free of charge and is available at all recreation centers, regional parks, administrative offices and special facilities.



### MAINSTREAM RESOURCES

The City of Greensboro shares the goals of the Americans with Disabilities Act (ADA), which protects qualified individuals with disabilities from discrimination on the basis of disabilities and provides for equality of opportunity in the city services, programs, activities and employment. Since 1963, Greensboro Parks & Recreation has provided programs and activities for citizens with special needs. In 2001, the Special Populations Unit was renamed MainStream Resources as activities were expanded to include not only the program participants, but their families and friends as well.



The department continues to work diligently to ensure accessibility in all facilities. As renovations, updates and new construction are implemented facilities are brought into ADA compliance. Parks, gardens, city lakes, recreation centers and facilities such as the Administrative offices, City Arts, Bur-Mil Clubhouse, Folk Teen Center, Smith Senior Center, Hagan-Stone's GARC building and Camp Joy include handicap accessible ramps, parking, playgrounds, fishing piers, trails, shelters and restrooms. MainStream Resources provides both telephone and TDD numbers, so citizens can readily access program information. In addition, the staff provides lectures and seminars throughout the city, educating citizens on how to best meet the needs of special populations.



**2002**

### **NATIONAL GOLD MEDAL**

The Greensboro Parks & Recreation Department is a 3-time winner of the prestigious National Gold Medal Award for excellence in park and recreation administration; 1979, 1987 and most recently in 2002. Voted the top parks and recreation department in the country for its size (100,000 to 250,000 citizens) by the National Sporting Goods Association's Sports Foundation, Inc., Greensboro Parks & Recreation has been successful because of its team approach and inclusive philosophy. Each year, the Gold Medal Awards are presented to parks and recreation departments that positively affect their citizens across the board, and who have maintained a level of excellence, second to none.



**2003**

### **FRANK A. SHARPE, JR. WILDLIFE EDUCATION CENTER DEDICATION**

On January 5, Greensboro Parks & Recreation proudly dedicated the Frank Sharpe Jr. Wildlife Education Center Bur-Mil Park. The center was made possible through a cooperative partnership between the North Carolina Wildlife Habitat Foundation, Guilford County, the City of Greensboro and private sponsors. Each month, the Wildlife Education Center showcases an array of wildlife and environmental displays by presenters from across the state. In addition to attending classes, citizens are able to purchase fishing passes for the ponds, trail map booklets, fishing bait, or even participate in the North Carolina "Loan-a-Rod" Fishing Program. The center also houses the department's Trails & Greenways Division.



### **GREENSBORO SPORTSPLEX**

In February, Greensboro Parks & Recreation took over the operation of the Pyramids Sports Center, located behind the former Carolina Circle Mall. Renamed the Greensboro Sportsplex, the facility provides year-round athletic opportunities including indoor volleyball, soccer, basketball, badminton, and inline hockey for people of all ages. The 106,000 square foot state-of-the-art facility plays host to numerous local, regional and national sporting events and tournaments. In addition, meeting rooms are available on a rental basis for special events.



## BARBER PARK MASTER PLAN

In the fall of 2003, the community had the opportunity to participate in the Barber Park Master Plan process. The consultant, Woolpert, LLP, conducted the first public meeting where citizens generated numerous program ideas such as new trails with exercise stations, larger picnic shelters, a new children's playground, nature education area, a wildflower garden, banquet hall with a kitchen, an off-leash dog park, petting zoo, a gymnasium, rerouting and improving the existing disc golf course, a children's sprayground, par 3 golf course, and a miniature golf course. Citizens also expressed a desire to make improvements at the Barber Park amphitheatre with the addition of benches, shade trees, stage renovations, and more accessible parking. Other issues discussed concerned park security, lighting and alternate park entrances.



At the second public meeting, citizens reviewed the initial list of improvements and began to prioritize ideas. In December, Woolpert presented the final recommendations to the Greensboro Parks & Recreation Commission, which included development proposals and phased funding options.

## 2004

### NATIONAL ACCREDITATION PROCESS

In 2004, the department embarked upon a two-year process of gaining National Accreditation. Greensboro Parks & Recreation is highly committed to developing a standard of excellence throughout the organization, which will not only meet, but exceed the national standards as set forth by the National Recreation and Park Association (NRPA), and the Commission for Accreditation of Park and Recreation Agencies (CAPRA).



During the National Accreditation process, staff is involved in reviewing standards, which are created as guides to developing and enhancing quality operations. These standards are statements of desirable practices established by experienced and recognized professionals such as NRPA and CAPRA. The department must meet a minimum of 36 fundamental standards, which are considered to be critical to a quality parks and recreation operation. Of the remaining 120 standards, the department must meet at least 85% of the applicable standards in order to achieve National Accreditation status. The end result will help the Greensboro Parks & Recreation Department to achieve better and safer services, programs and innovations as it continues *"Reaching Out, Touching Lives"* of area citizens, providing leisure recreation at its finest!



### **CAROLYN S. ALLEN COMMUNITY PARK DEDICATION**

On October 28<sup>th</sup>, Greensboro Parks and Recreation officially dedicated the Carolyn S. Allen Community Park and Athletic Complex. Funded through the November 2000 Recreation Bond Issue and a \$250,000 Parks and Recreation Trust Fund (PARTF) grant, the community park is named in honor of former Greensboro Mayor Carolyn S. Allen in appreciation for her years of dedication to the citizens and outstanding contributions to the quality of life in Greensboro.



The centerpiece of the 38-acre park is a state-of-the-art athletic complex with four combination softball/baseball fields. Amenities include adjustable bases, portable mounds and temporary fencing to accommodate the different specifications for Adult Softball, Girls' Fast Pitch Softball, and Youth Baseball. In addition, the complex has two ticket booth entrances, bleacher seating for up to 100 spectators per field, lighted fields, safety netting, dugouts, scoreboards, officials/umpires locker room, restrooms, a press box-to-dugout communication system, a high-tech sound system, and built-in network communication capabilities. Centered between the four fields is the concession stand and press box tower, surrounded by a pedestrian concourse. The championship-quality fields are sodded with Bermuda grass and include fences at a distance of 300 feet, perfect for weekday league play as well as high-profile regional, state and national softball and youth baseball tournaments to be held on weekends from March through mid-November. Future park amenities include a practice soccer field, picnic shelters, children's playground, and nature trail. Adjacent to the park, a new fire station is also scheduled for construction.

### **GEORGE C. SIMKINS, JR. INDOOR SPORTS PAVILION REDEDICATION**

In November, Greensboro Parks & Recreation rededicated the George C. Simkins Jr. Indoor Sports Pavilion at Barber Park. One of the 10 recreation bond projects from the successful \$34,200,000 bond election in November 2000, the impressive structure spans 80,000 square feet, housing 8 competition tennis courts, and 4 combination basketball/volleyball courts. In addition, a 40' x 80' multipurpose room is available on a rental basis for community use throughout the year. The facility also includes offices, locker rooms with showers, restrooms and a spacious lobby. Today, the pavilion hosts leagues, clinics, tournaments, open gym, a walking program, and community meetings year-round.

